



Position: Catering Sales Manager
Department: Food and Beverage
Reports To: Sr. Catering Sales Manager
FLSA Status: Exempt Salaried

Summary

This position is responsible for generating revenue for Food and Beverage events at the Wilmington Convention Center, ensuring that client needs are met utilizing best practices in sales and customer service. Responsible for soliciting business, planning for food and beverage needs, and the coordination of event details. Events may include private functions, weddings, conferences, corporate meetings, parties, and other social events.

Essential Duties and Responsibilities

1. Catering Sales

- Negotiates and develops new and repeat Food and Beverage events by performing sales calls, conducting site tours, and entertaining current and prospective clients of the Convention Center, as needed.
- Actively participates in community business-related organizations such as Chamber of Commerce, CVB, professional associations and local hospitality groups to promote WCC food and beverage services.
- Develops proposals for potential clients, ensuring that cost effective measures are considered to support profit margins. Follows through on pending bookings to secure sales confirmations.
- Produces contracts, Event Resumes, and Banquet Event Orders for each event, ensuring all contracts are signed and returned with deposit, in compliance with Finance Department guidelines. Develops contract addendums and work orders for additional charges, as needed.
- Attends and supports WCC catering events, providing event services as needed to ensure proper execution of the sales contract.

2. Program Administration

- In conjunction with the Sr. Catering Sales Manager, collaborates with the Sales Department to ensure that catering sales data is captured for WCC Sales reports, including but not limited to SMG Bookings, Savor Forecast, and Event Revenue reports.
- Participates in weekly sales meetings, weekly BEO meetings, and in-house event-related meetings to ensure that sales goals are routinely monitored, and catering contracts are effectively implemented.
- In conjunction with the Sr. Catering Sales Manager, assists in the development of the annual WCC Sales and Marketing Plan, as well as the annual reports for the City of Wilmington regarding Food and Beverage sales.
- Remains current on Food and Beverage industry trends and forecasts.
- Assist in the monitoring and updating of the annual catering revenue budget to ensure allocations and reconciliations are accurately reflected.
- Maintains open lines of communication with all WCC functional areas to ensure that changes in information and updates to contracts are properly executed.



- Provides professional customer service to all clients, customers, stakeholders, community partners, and WCC staff members.

Supervisory Responsibilities

While this position is not directly responsible for the supervision of staff, event and program supervision is required.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelor's degree in marketing, business administration, hospitality management or related field. Equivalent combination of education and experience will be considered in lieu of degree requirements.
- A minimum of 2 years related sales experience, with a complete understanding of marketing principals and a working knowledge of the food and beverage industry.

Skills and Abilities

- Excellent organizational, multi-tasking and planning skills.
- Ability to demonstrate a strong hospitality orientation.
- Excellent verbal, written and interpersonal skills in support of sales planning and negotiations.
- Ability to work with minimal supervision and to interact with all levels of staff and management.
- Ability to work independently and thrive in a fast-paced, ever-changing environment.

Computer Skills

- Proficiency in Microsoft Office Products, to include Outlook, Word and Excel.
- Ability to learn and effectively perform duties utilizing various industry software programs.

Other Qualifications

- Professional appearance required as a representative of the Wilmington Convention Center.
- Duties may require the ability to work flexible hours, including nights, weekends and holidays.

Physical Demands

Revision Date: January 2019



The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to move around the facility; to stand for long hours during events; speak effectively with individuals and groups, and push or lift heavy objects or equipment up to 40 pounds. This position may require work inside or outside of the building, as needed by events.

Note

The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. This document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

To Apply:

<https://recruiting.adp.com/srccar/public/RTI.home?c=1152751&d=ExternalCareerSite&r=5000451000806#/>

SMG/The Wilmington Convention Center is an Equal Opportunity/Affirmative Action employer, and encourages women, minorities, individuals with disabilities, and protected veterans to apply. We are a VEVRAA Federal Contractor. Applicants who need reasonable accommodations to complete the application process may contact (910) 386-4343 for further assistance.